



SANDRA SHEWRY
Director

State of California—Health and Human Services Agency
Department of Health Services

March 7, 2007

VENDOR ALERT 2007-04



ARNOLD SCHWARZENEGGER
Governor

TO: ALL WIC VENDORS

SUBJECT: SIMILAC LACTOSE FREE NAME CHANGE

Purpose

I am writing to inform you that Ross Products is changing the name of one of its Similac infant formulas. As of April 1, 2007, Similac Lactose Free will be known as Similac Sensitive. This is a name change only. The product formulation, sizes, and UPC codes will remain the same.

I have enclosed a colored flyer that shows the new name.

Grocer Implications

Effective April 1, 2007 will begin shipping the new cans of Similac Sensitive in lieu of Similac Lactose Free. Please advise store staff of the name change.

Food Instrument (FI) Changes

Beginning March 20, 2007, FIs will be printed with both names of the infant formula, which will allow for a smooth transition.

Questions

If you have any questions, please contact your WIC Vendor Consultant at (916) 928-8705.

David Markell, Chief
Food Management and Integrity Section
WIC Supplemental Nutrition Branch

Enclosure